

Making a Measurable Difference: **Moving Data into Action**

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Strategic Leadership *for* *Moving Data into Action = 3 Things:*



.....**THINKING: knowing**

.....**ACTING: doing**

.....**INFLUENCING: enabling**
others to do



Finding Common Ground in Recognizing the Community's Cancer Burden: Translating Data into Action*

Keys

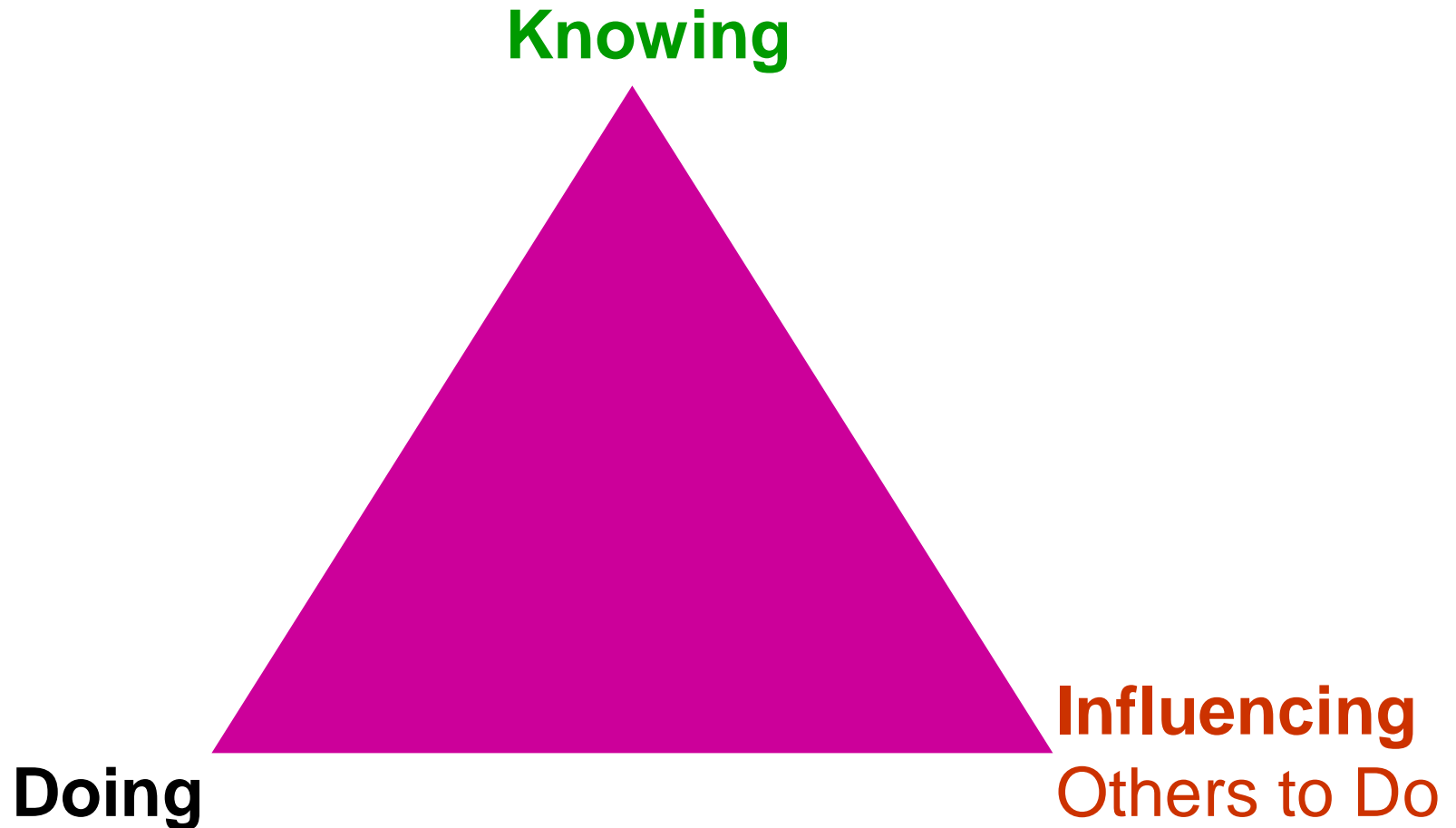
- Building data use capacity within communities is critical.
- Collaborative team-based training works best for sustainable data use capacity in communities.
- Public health agencies must provide leadership for cancer control data use capacity across the public and private sectors.
- Focus on participating institution's data use.

Challenges

- If I know it, it will change.
- If I'm doing it, it must be right.
- If I'm already right, why do I need to know more?

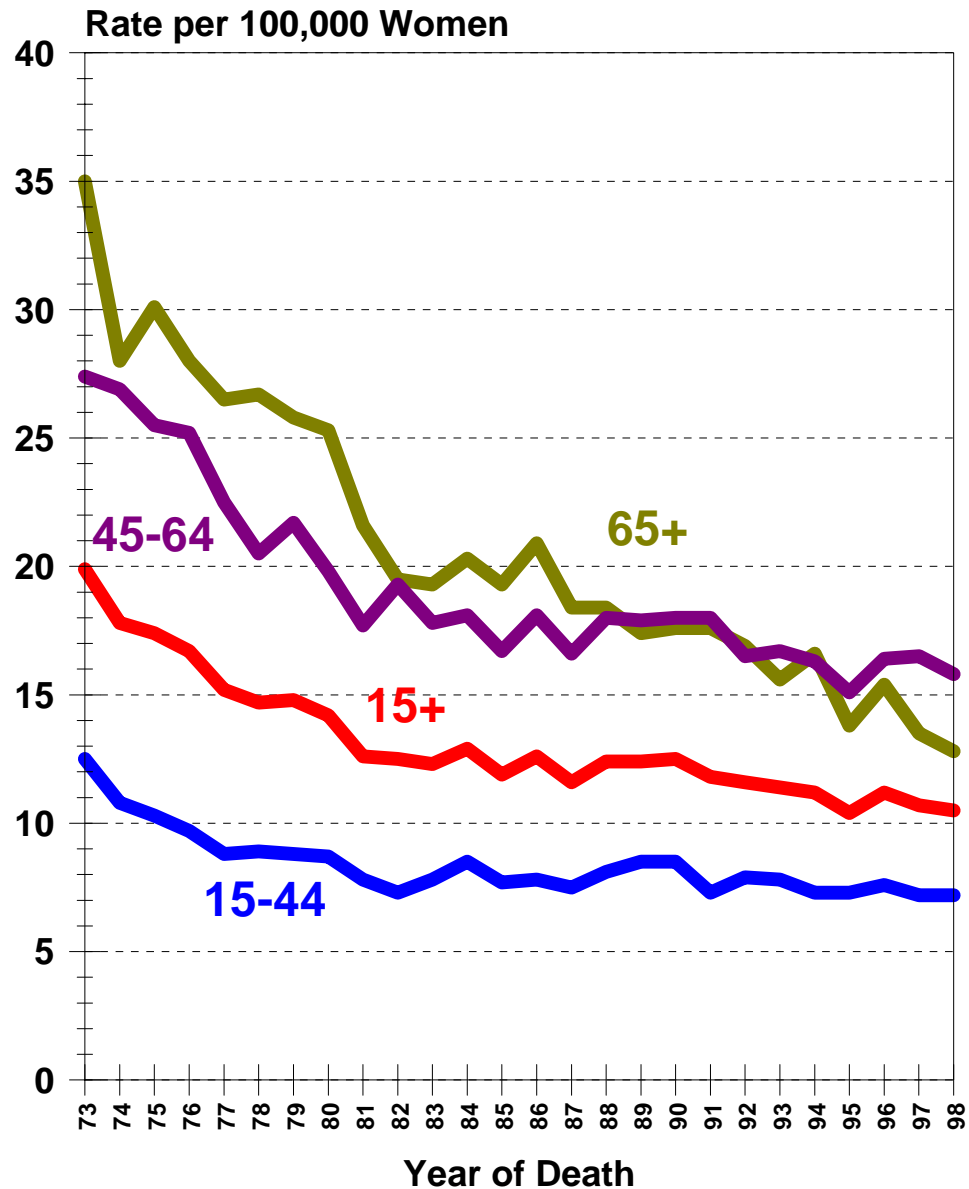
* Adapted from CityMatCH & Data Use Institute presentations (Atlanta: 2/26/00) by Magda G. Peck, ScD; Professor of Community Health, University of Nebraska

Aligning these 3 things will *Make **Change** Happen*



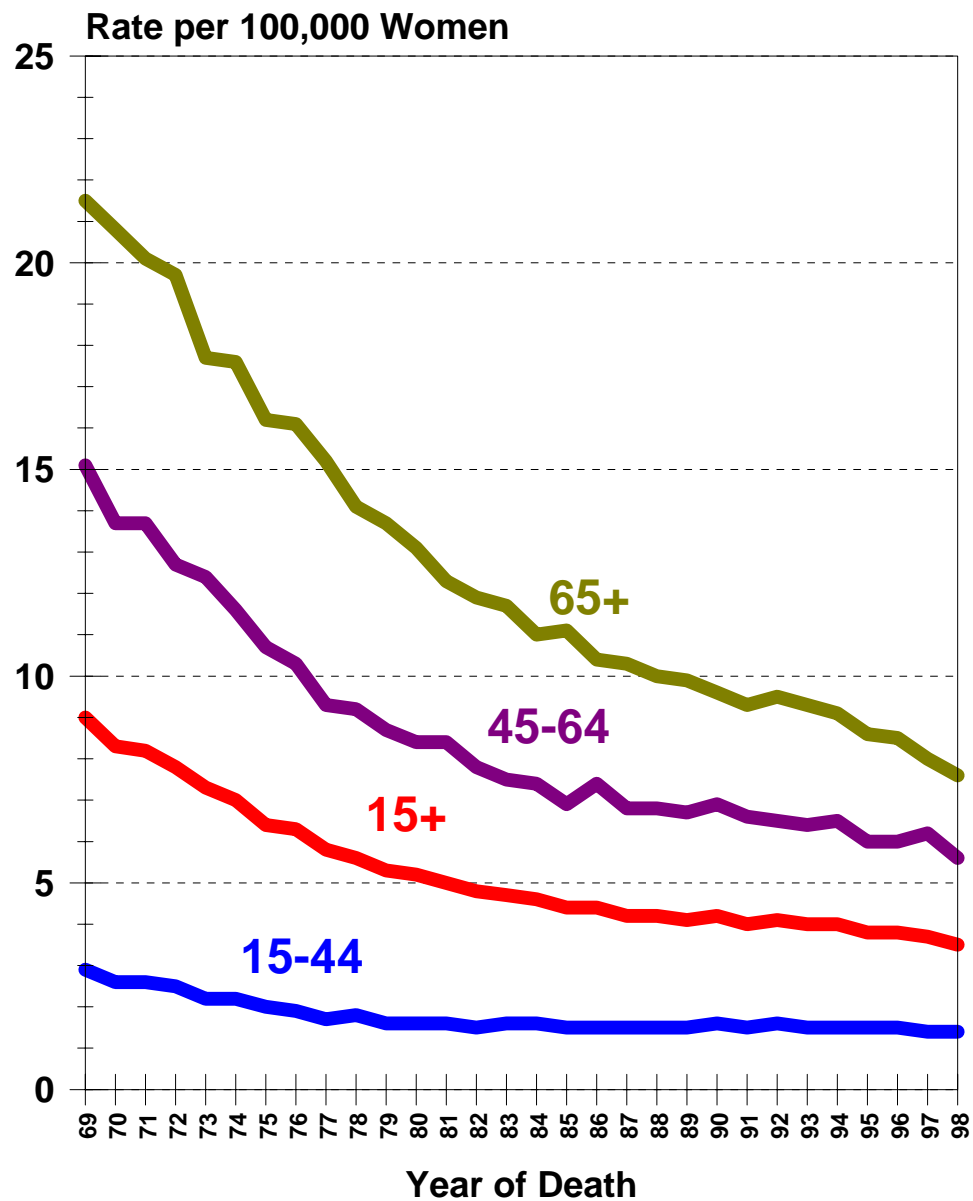
Source: M Peck ScD, UNMC

SEER Incidence Cervical Cancer



Source: NCHS Mortality Data
Age-Adjusted to 1970

U.S. Mortality Cervical Cancer

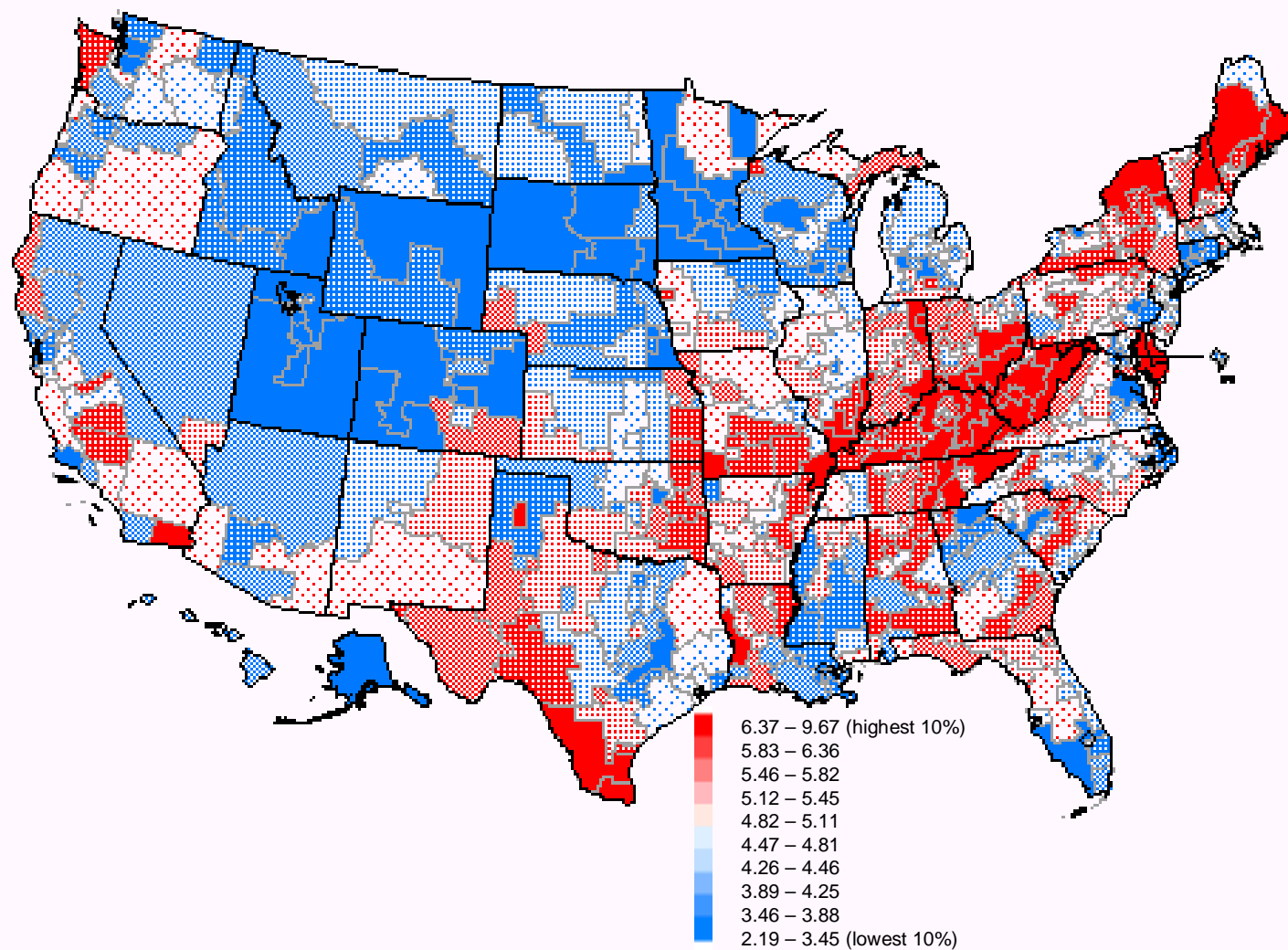


Source: NCHS Mortality Data
Age-Adjusted to 1970

Cancer Mortality Rates by SEA (Age-adjusted 1970 US Population)

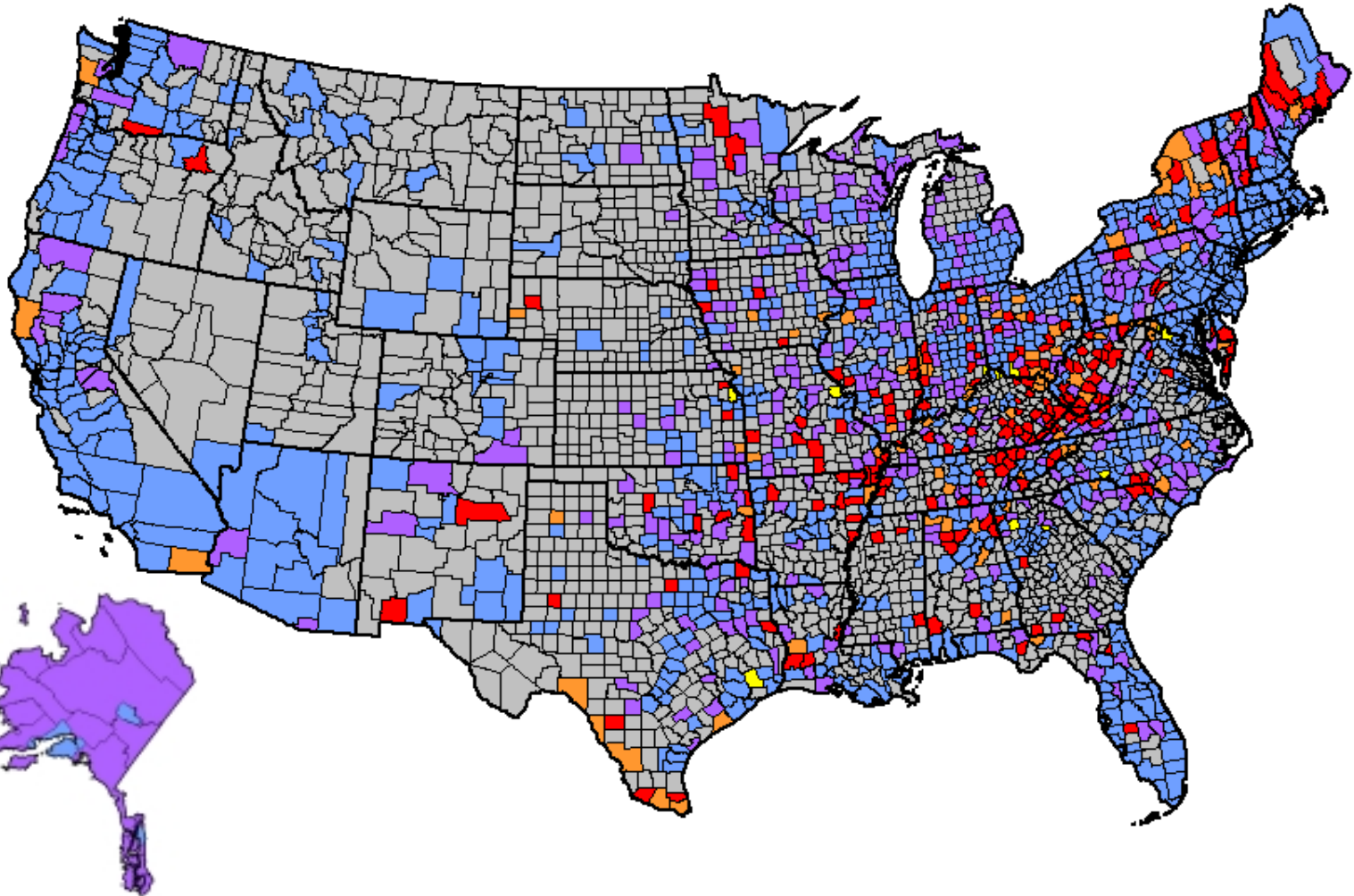
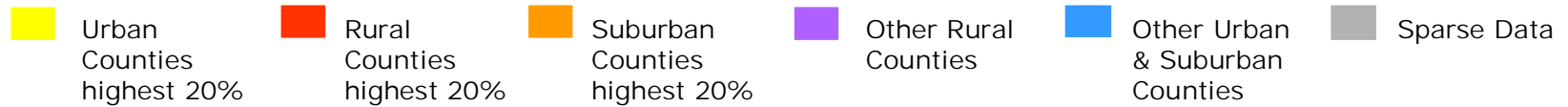
Cervix Uteri: White Females, 1950-1998

U.S. rate = 4.64 / 100,000



Cancer Mortality Rates by County

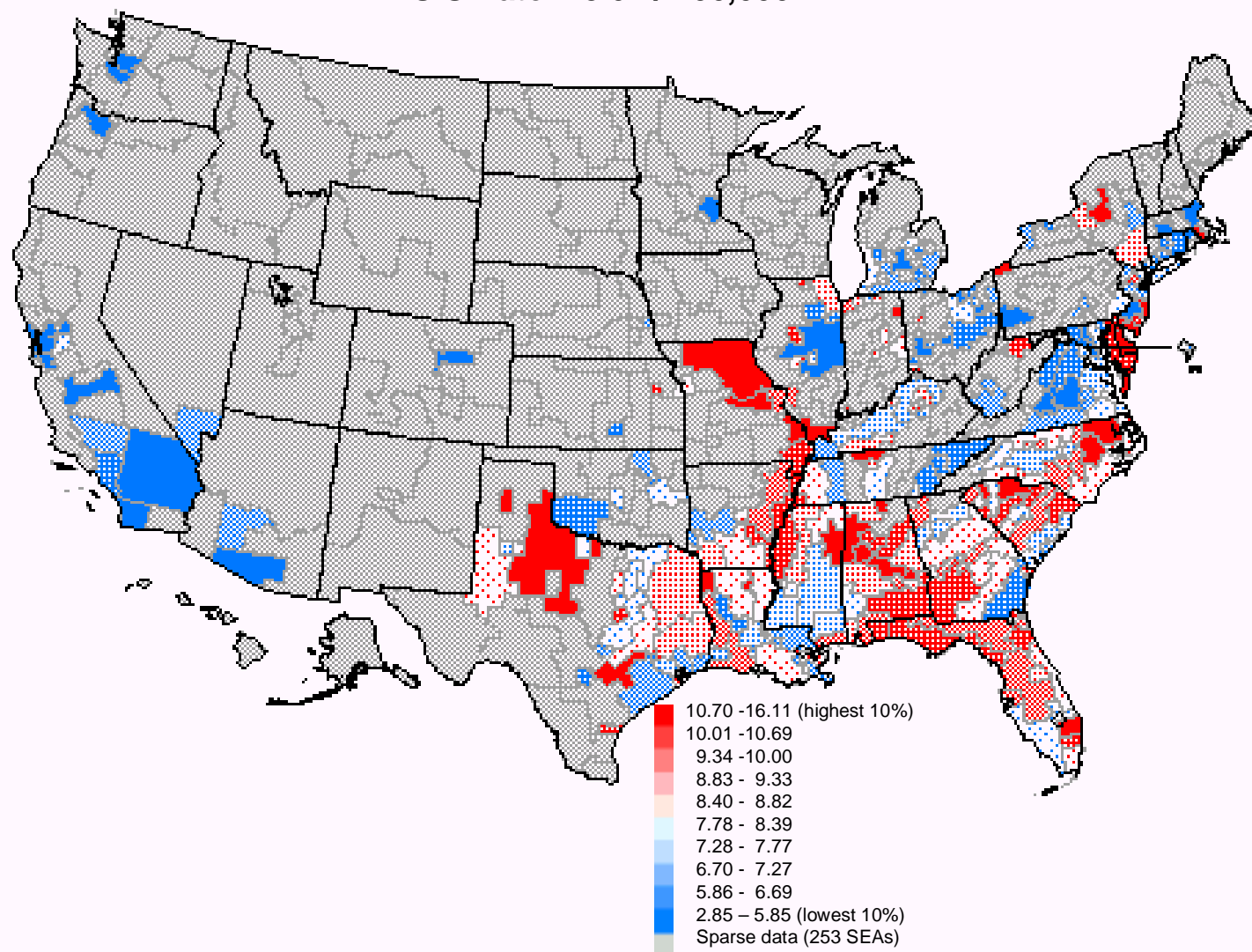
Cervix Uteri: White Females, 1970-94 (highest 20%)



Cancer Mortality Rates by SEA (Age-adjusted 1970 US Population)

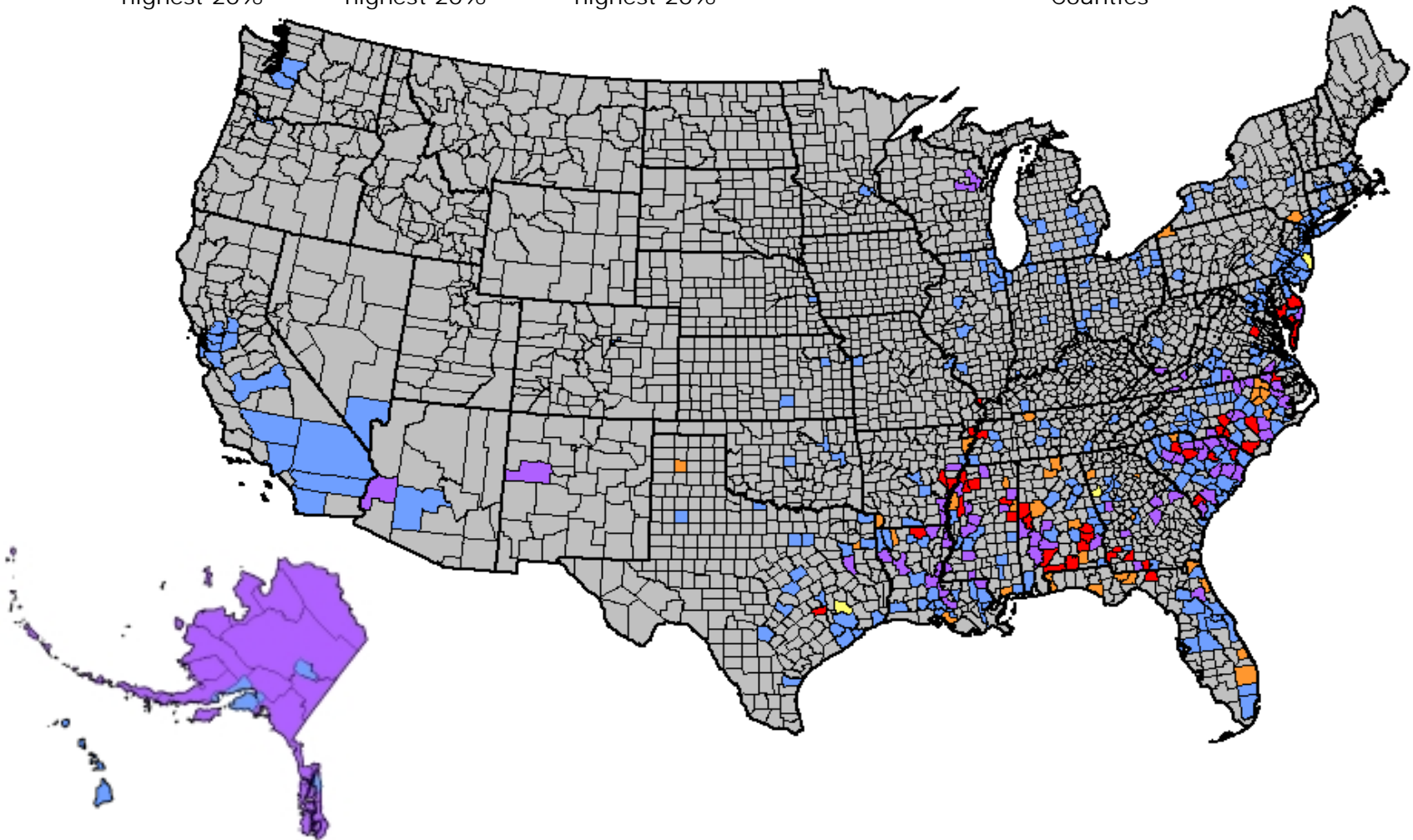
Cervix Uteri: Black Females, 1970-1998

U.S. rate = 8.04 / 100,000

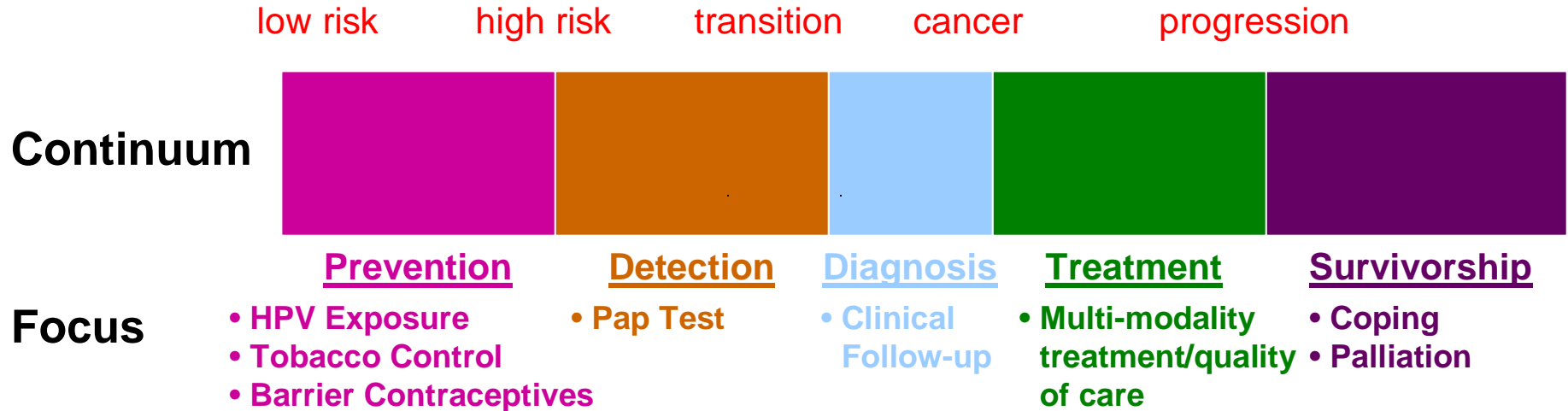


Cancer Mortality Rates by County

Cervix Uteri: Black Females, 1970-94 (highest 20%)

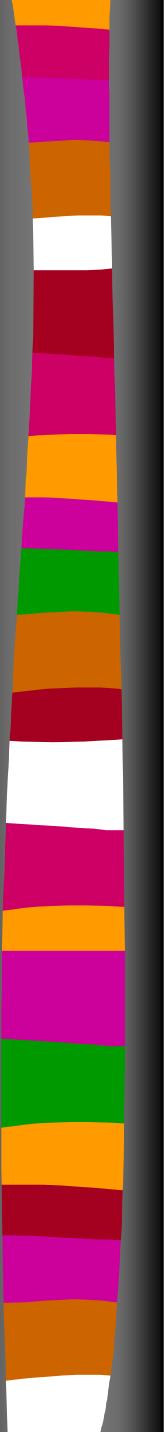


THE CERVICAL CANCER CONTROL CONTINUUM



What can we do?

**Why should any woman in
America die of cervical
cancer?**



What else do we need to know to motivate action?

“Cancer statistics are people with the tears wiped away.”



Why did
Joanne die?

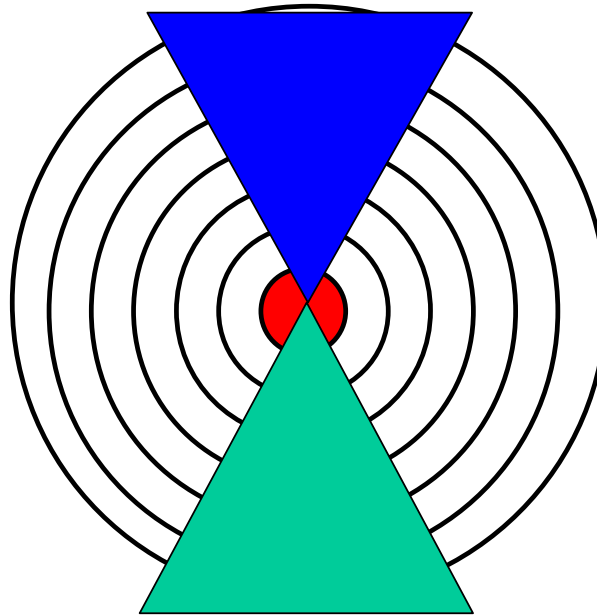


Models for Systems Change

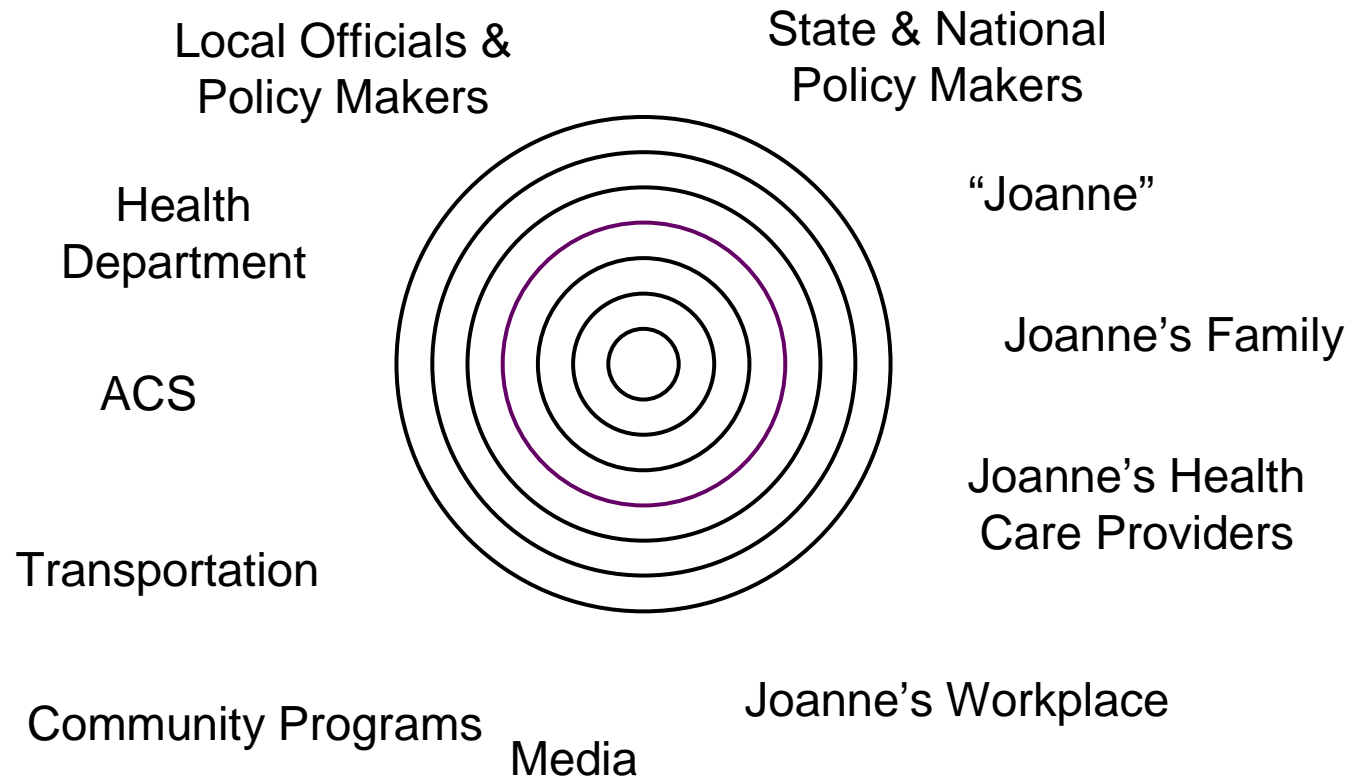
- **Circles of Influence/Circles of Impact**

Models for Systems Change:

- **Circles of Influence/Circles of Impact**

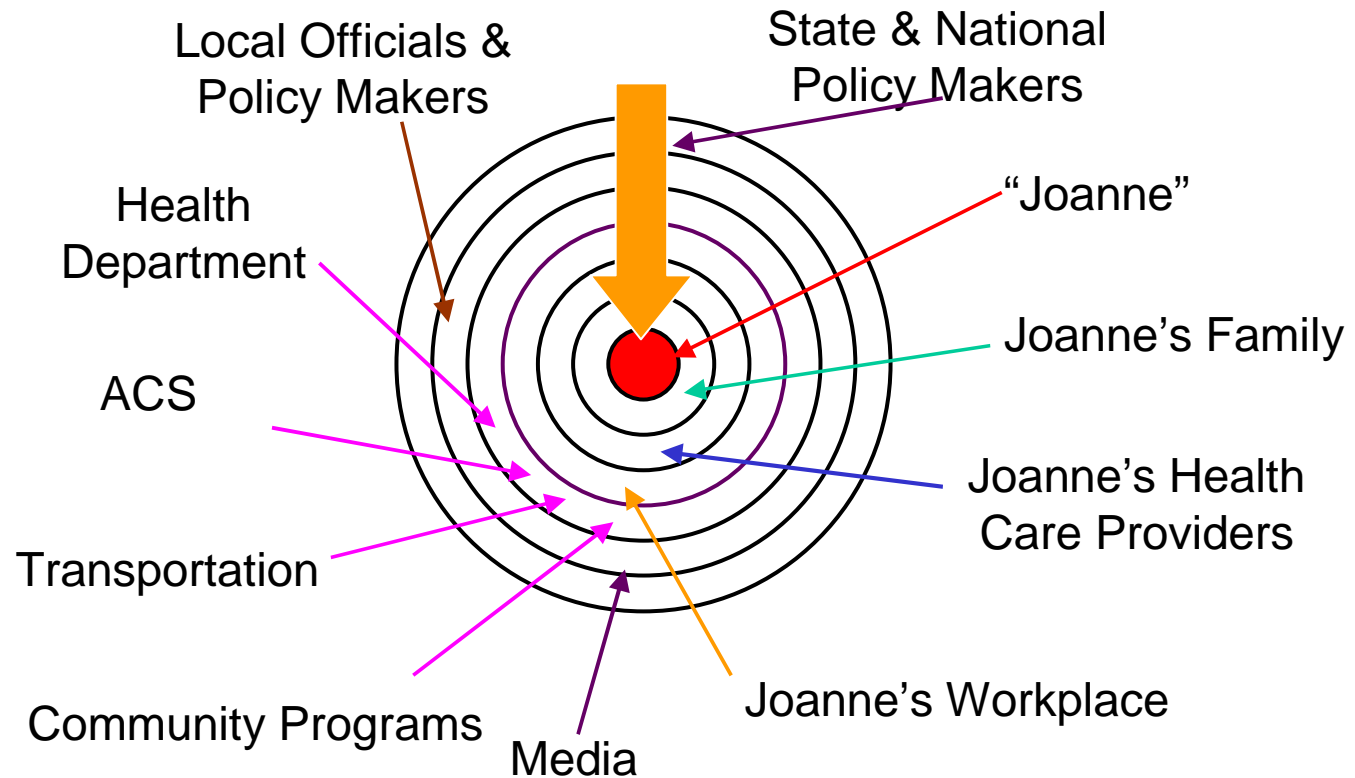


So Many Forces Influence Her Life ...and Death

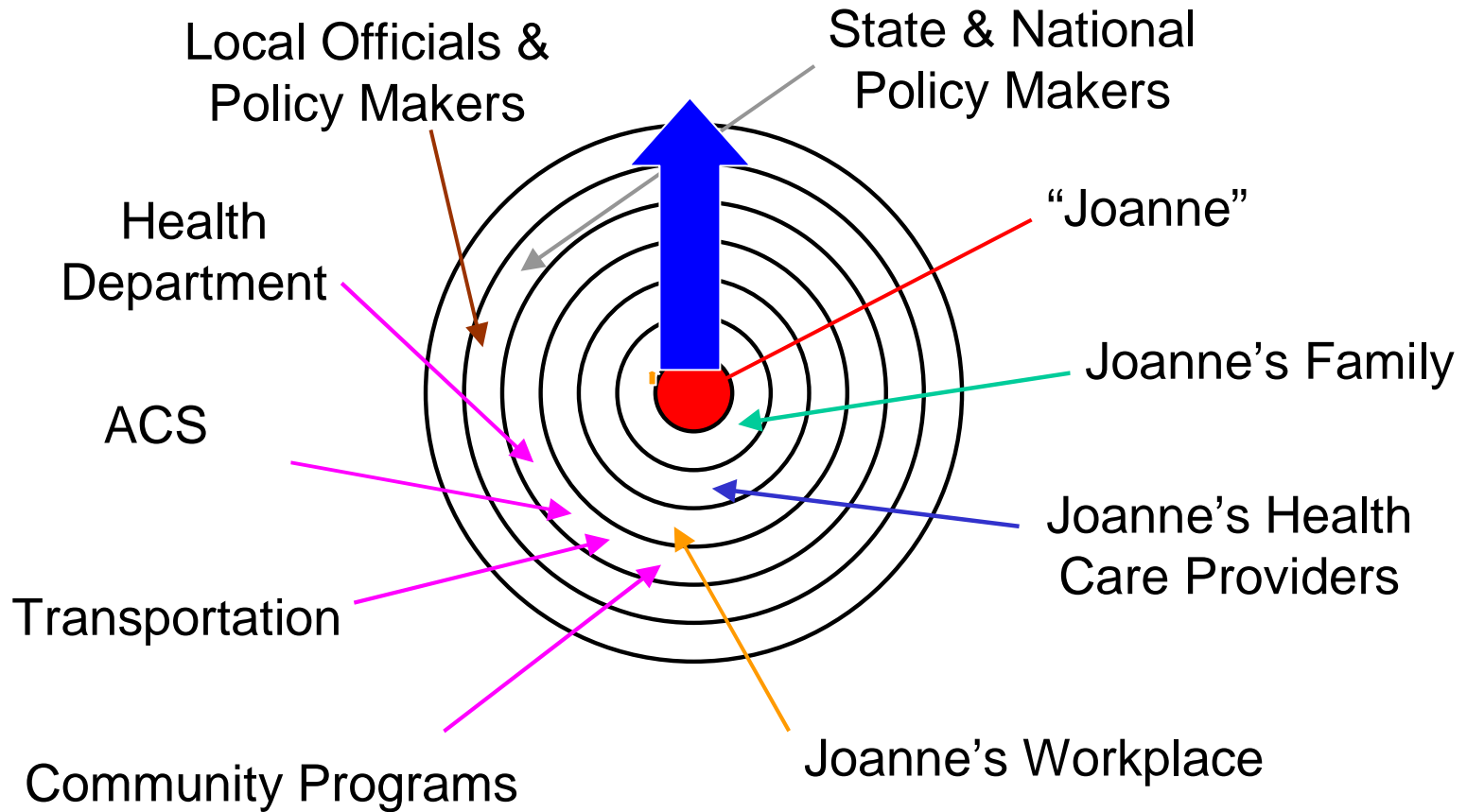


Source: M Peck ScD, UNMC

Circles of Influence



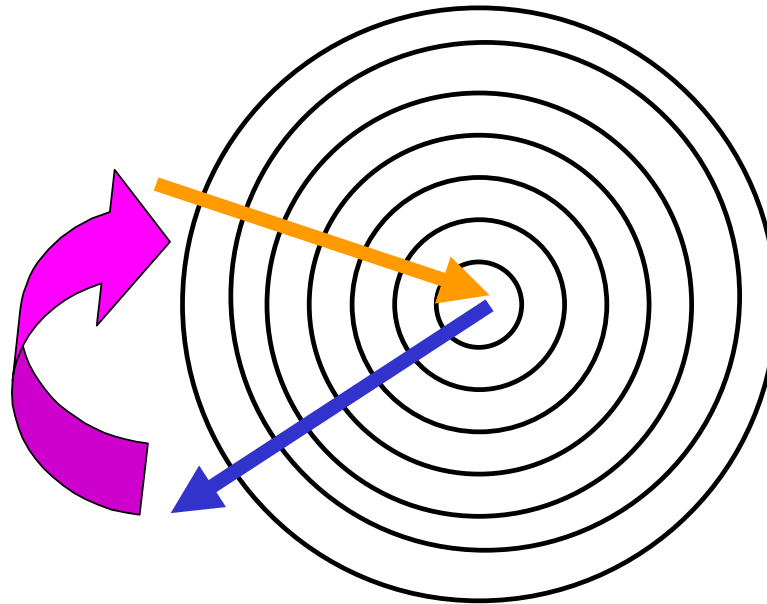
Circles of Impact



Source: M Peck ScD, UNMC

When “Joanne” dies...

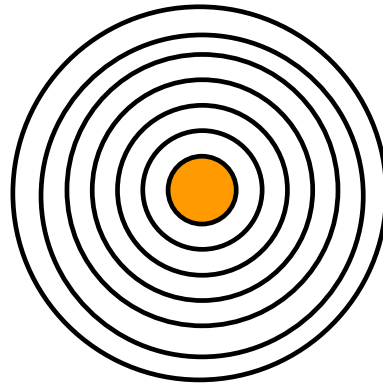
Circles of Influence, Circles of Impact



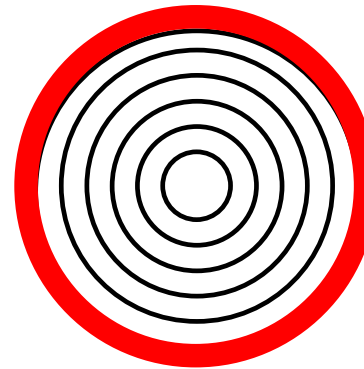
Source: M Peck ScD, UNMC

Necessary...but Insufficient

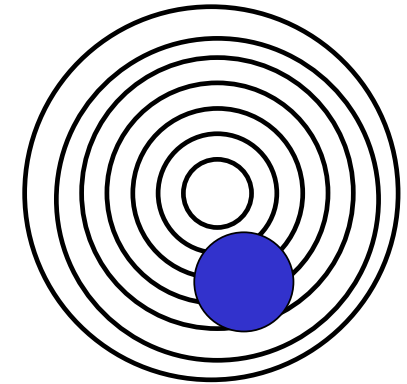
Approaches to Making a Sustainable Difference



“Bull’s Eye
Model



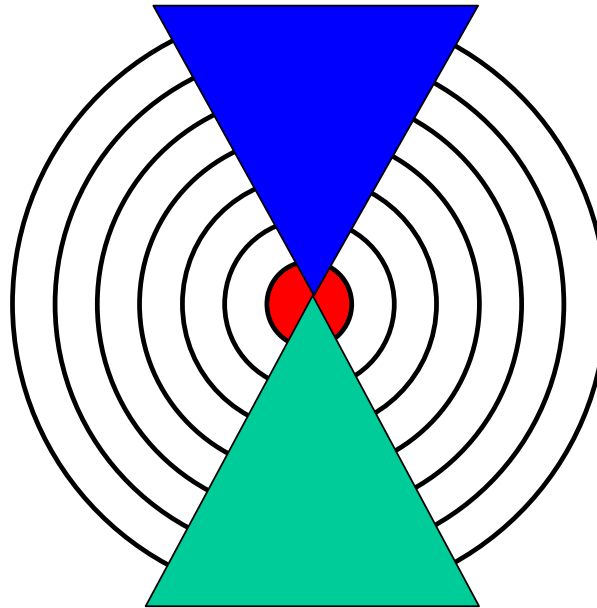
“Smoke
Rings” Model



“Scoops”
Model

“Pie Slice” Approach

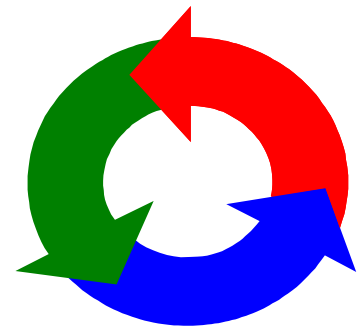
Promoting *Strategic* Connections
between Circles of Influence *and* Impact



Source: M Peck ScD, UNMC

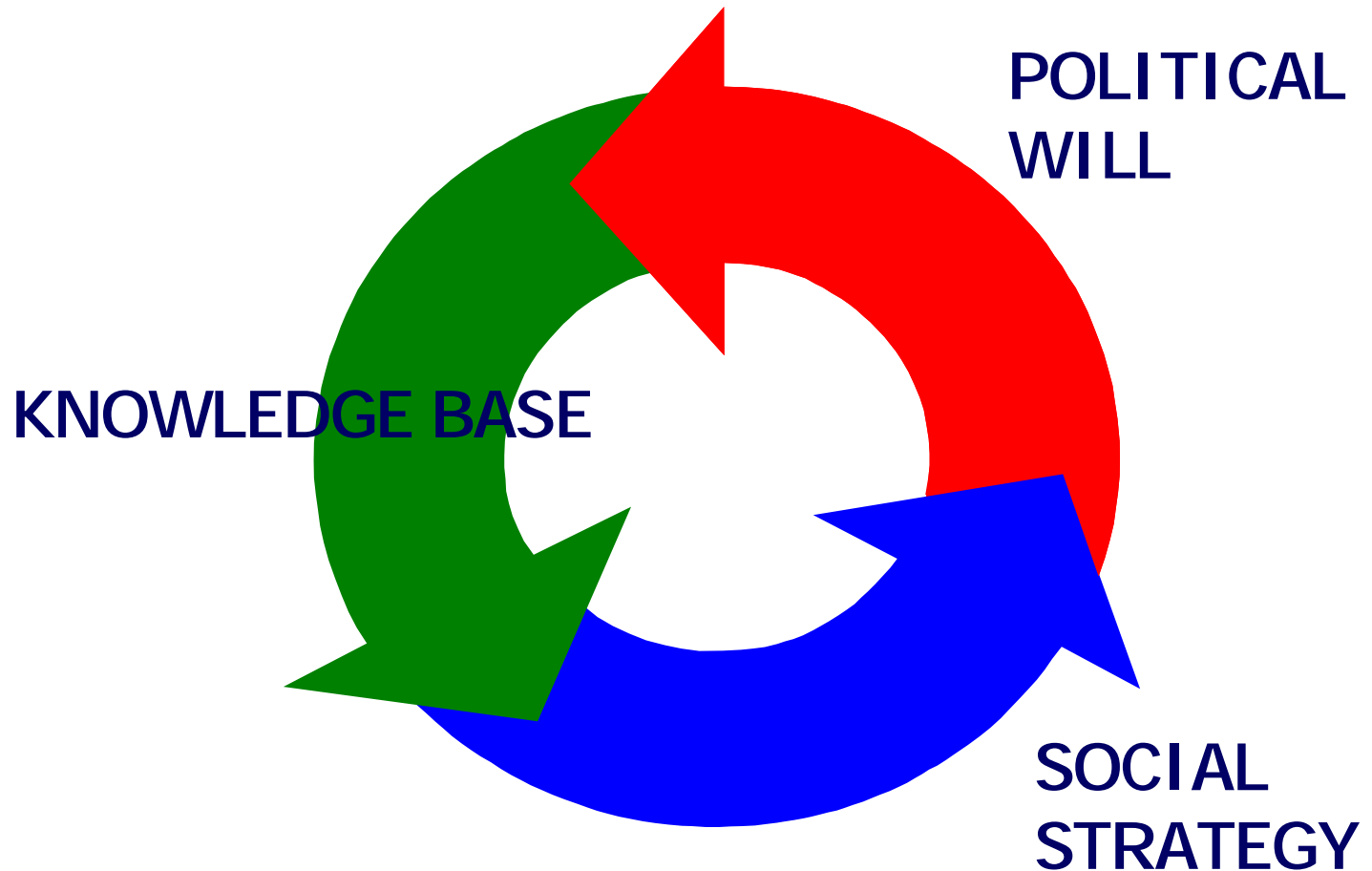
Models for System Change

- Circles of Influence/Circles of Impact
- **Effective Policy Development**

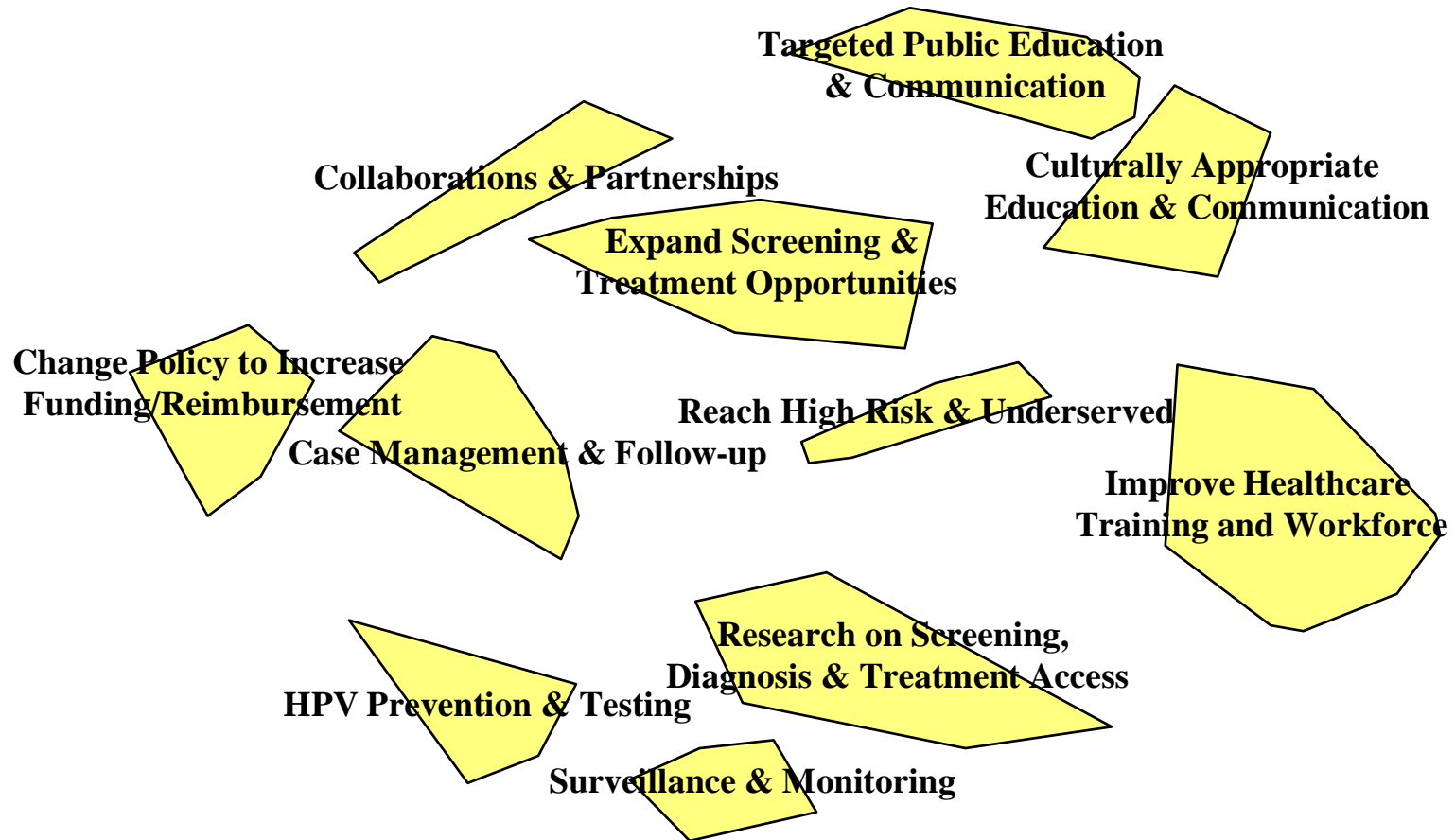


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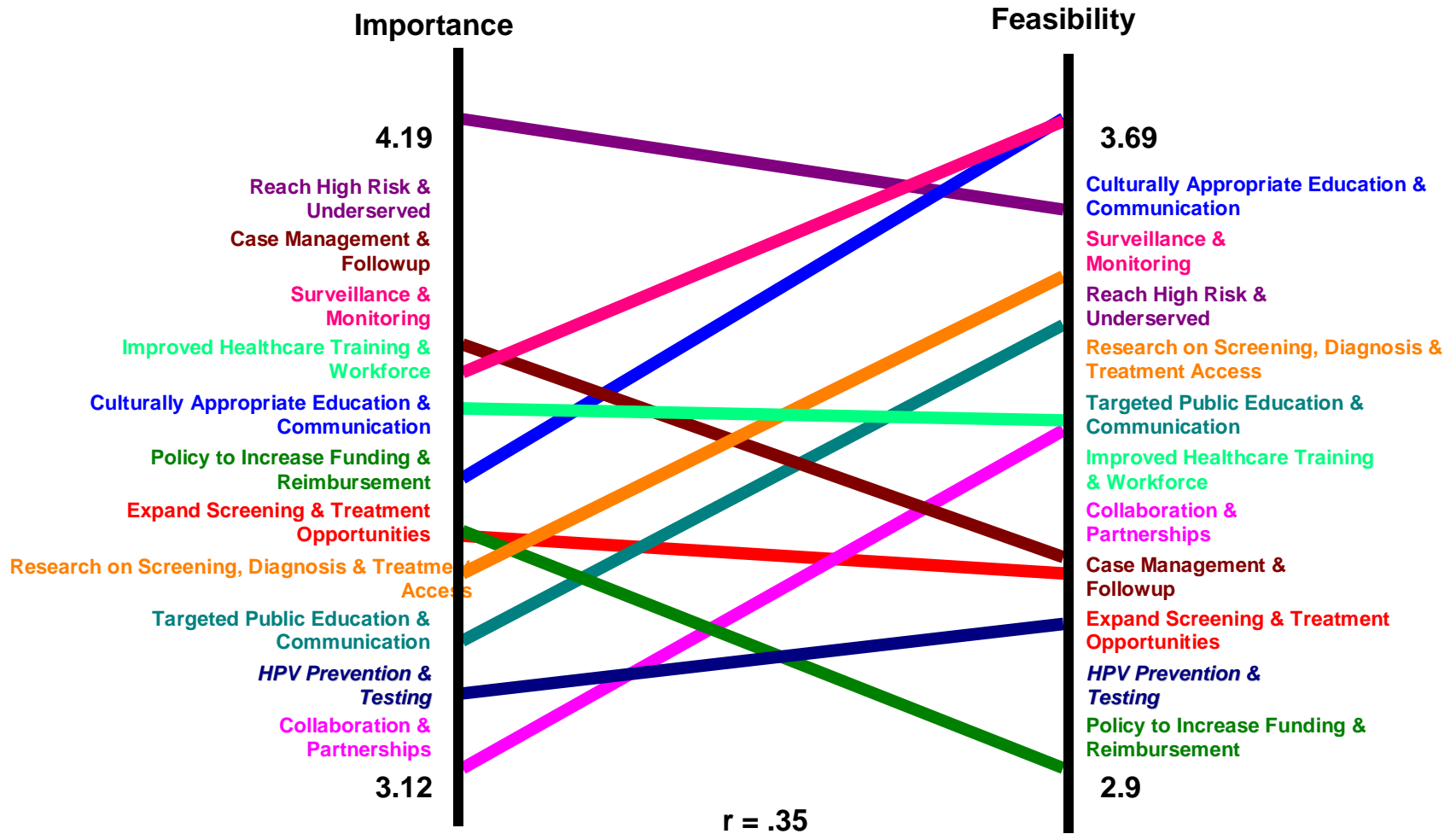
Research to Practice = Ideas into *Action*



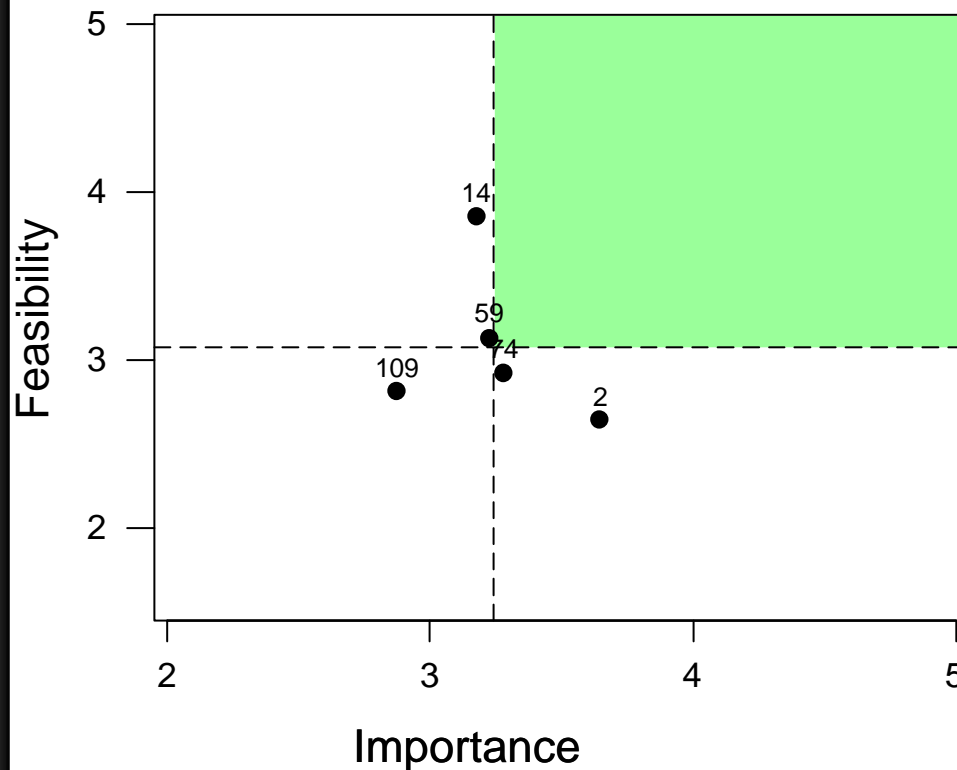
An action we should take in our state or region to reduce cervical cancer mortality and eliminate cervix cancer disparities from our high mortality rate counties is...



Importance/Feasibility: All



HPV Prevention & Testing



Develop and administer a vaccine against HPV. (2)

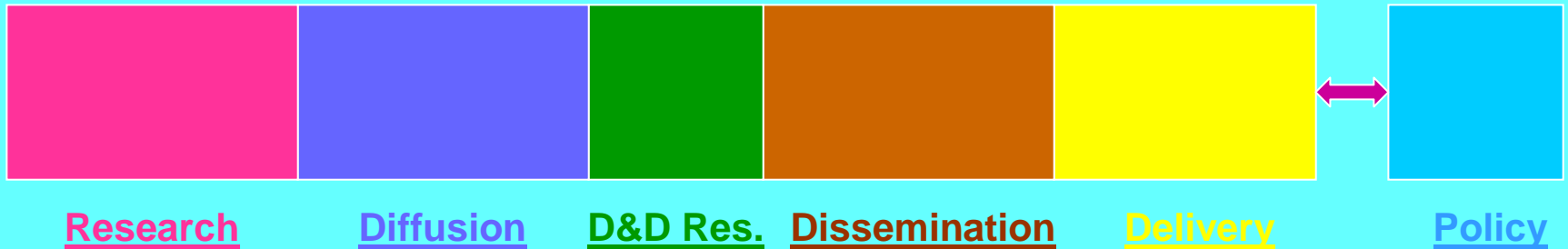
Investigate cost/reimbursement of cervical cancer screening and diagnostic follow-up. (14)

Investigate factors with acceptability of possible prophylactic HPV vaccine among at-risk populations. (59)

Create a state registry of cervical cytology and histology results linked to clinical information and cancer registry. (74)

Test concept of self-administered HPV testing in select populations. (109)

THE DISCOVERY-DELIVERY CONTINUUM



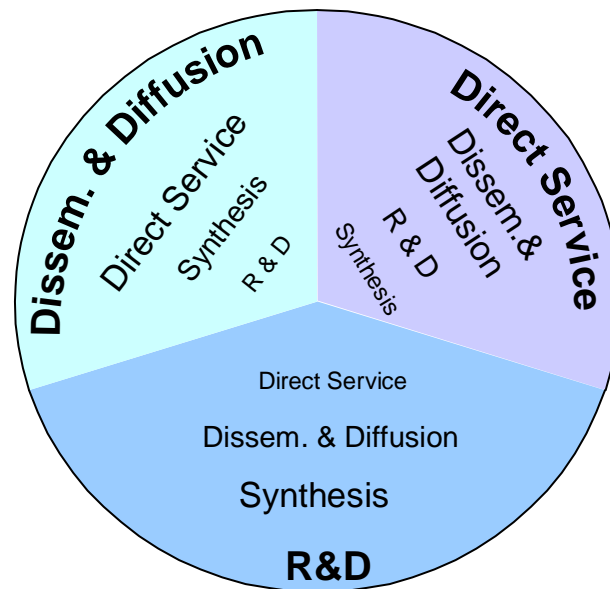
How do we ensure transmission and adoption of evidence-based approaches across the continuum?

How do we model Interagency partnership across the continuum?

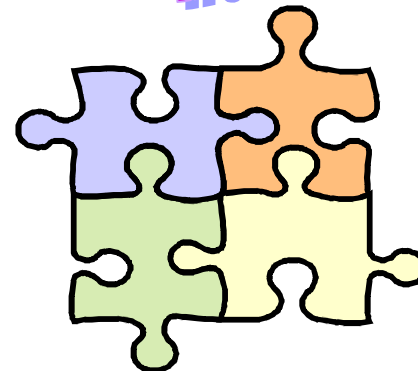
Develop an Action Plan

Working Together To Make the Whole Greater Than the Sum of Its Parts

A Cancer Control Partnership Model for Three National Organizations



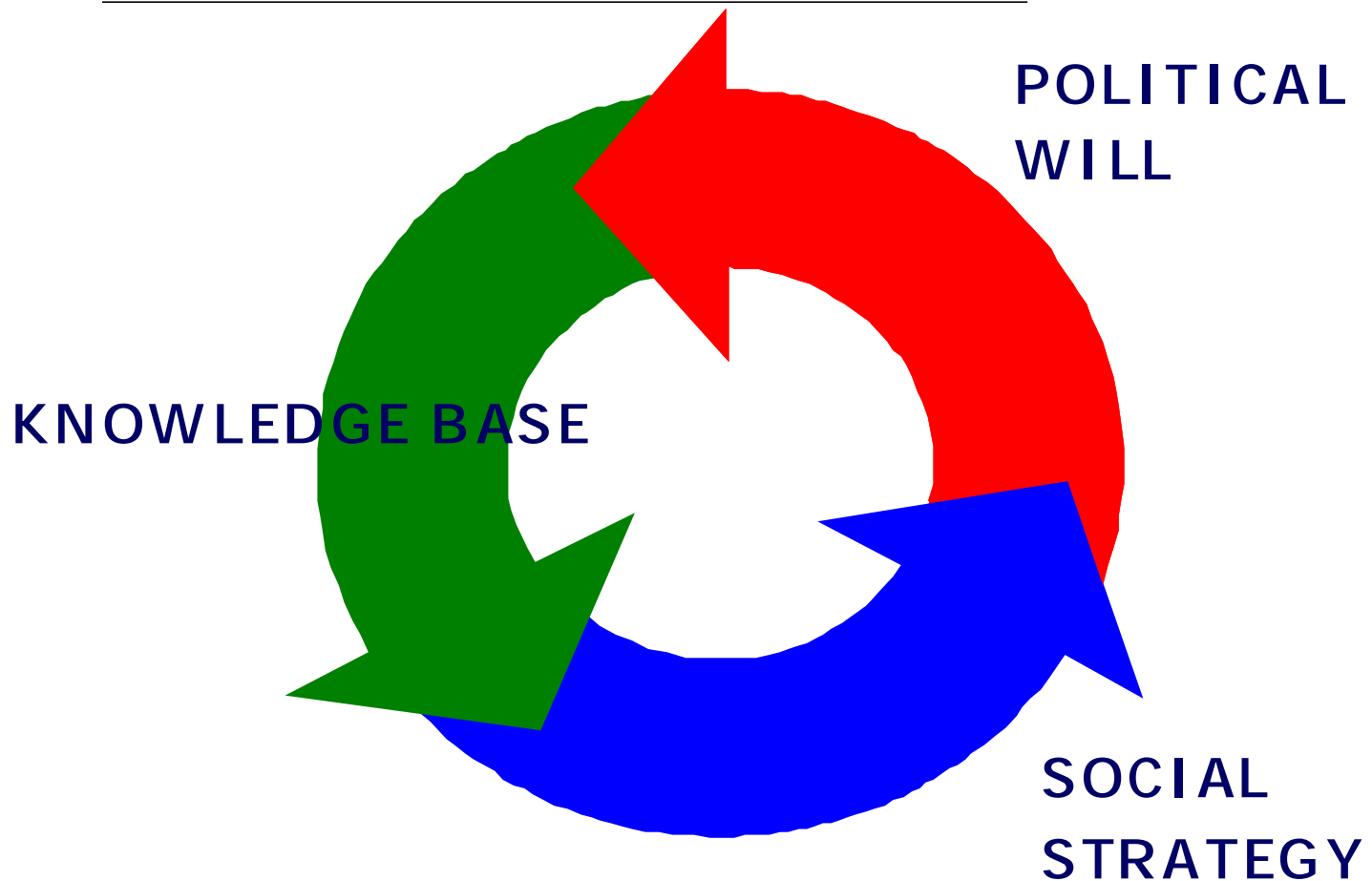
How About..



CMS?
HRSA?
IHS?
USDA?

Data to Policy = Opportunity into *Action*

Spin the Wheel...





Levels of Analysis and Dissemination Audiences (Education and/or Influence)

Analysis Levels

- National Level
- Regional Level
- State & Local Levels

Decision-making Levels

- HHS, Congress, public awareness (individuals)
- Regional congressional caucuses/coalitions, state health departments, governors
- State health departments, state legislatures, governors, mayors, council & community leaders

How do we motivate action?